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AUTHOR Trucksis, Theresa
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ABSTRACT

In 1976 the annual growth rate of interlibrary loans and network referrals within the Northeastern Ohio Library Association (NOLA) increased by 14%. In addition $18,000 from project grants has allowed NOLA to add 1,196 volumes to local collections. The annual report cites statistics and includes local library reports to demonstrate the growth of the network. (AP)

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Annual Narrative Report 1976

Northeastern Ohio Library Association
Reference and Information Services

Project NOLA

LSCA Title I Project # I - 16R-75

For submission to: Miss Bonnie Beth Mitchell, Head LSCA
State Library of Ohio

by: Theresa Trucksis
Project Director

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ANNUAL NARRATIVE REPORT 1976

NORTHEASTERN OHIO LIBRARY ASSOCIATION
REFERENCE AND INFORMATION SERVICES

PROJECT NOLA

LSCA TITLE I PROJECT # I-16R-75

For submission to: Miss Bonnie Beth Mitchell, Head LSCA
State Library of Ohio

By: Theresa Trucksis
Project Director

REPORT COVERAGE: This report covers the FY 76 ending December 31. Copies will be distributed to State Library of Ohio, the 29 contracting public library, 16 affiliate member libraries, key personnel at the Resource Library and library trustees of participating public libraries.*

Network Growth

As NOLA enters its fifth year, a backward look reveals extraordinary utilization of an information network designed to deliver service to local library users efficiently, effectively and conveniently.

Requests referred to NOLA's Resource Library, The Public Library of Youngstown and Mahoning County (YPL), increased from 8,880 in FY 75 to 10,109 in FY 76. Although the number of referrals continues to grow, a leveling off pattern is discernible in the graphs and tables that follow.

NETWORK REFERRALS TO RESOURCE LIBRARY AND INTERLIBRARY LOANS MADE BY RESOURCE LIBRARY

	1973		1974		1975		1976	
Quarters	Ref	ILL	Ref	ILL	Ref	ILL	Ref	ILL
1	225	191	1244	874	2456	1989	3040	2423
2	181	185	878	637	2271	1978	2436	1830
3	319	270	958	847	1991	1615	2256	1628
4	591	499	1496	1282	2162	1571	2377	1833
Totals	1316	1145	4576	3640	8880	7153	10109	7714

* Member libraries at date of distribution, February 28, 1977.

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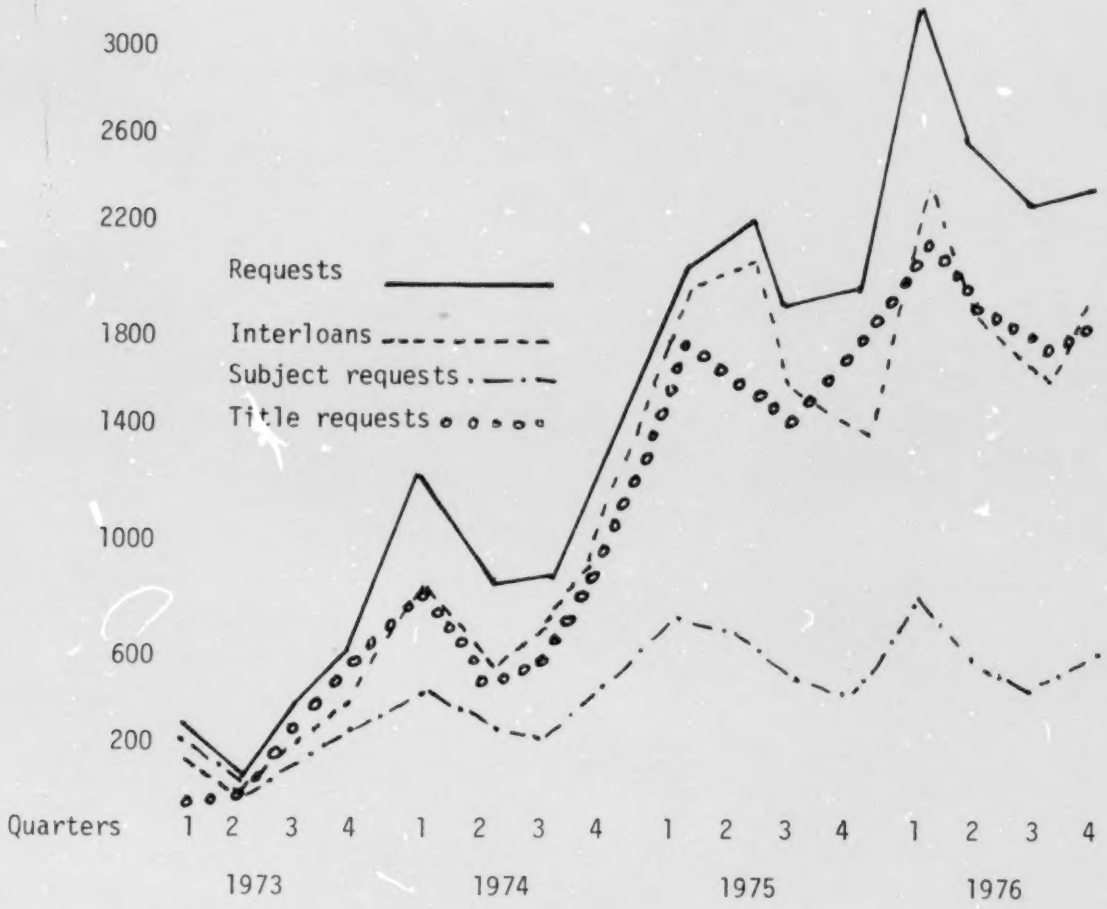
NETWORK REFERRALS TO RESOURCE LIBRARY AND INTERLIBRARY LOANS MADE



When comparisons are made, using like quarters, we find that the 248% annual average growth for 1974, by 1976 had leveled off to 14%. The stabilizing very high plateau of use appears to indicate a general understanding and appreciation by NOLA libraries of the impact networking can have in meeting local user needs.

QUARTERLY GROWTH RATE OF REFERRALS TO YPL WITH

% OF INCREASE FROM PREVIOUS YEAR

	1973	1974	1975	1976
Quarter 1	225	1244 - 453%	2456 - 97%	3040 - 24%
Quarter 2	181	878 - 385%	2271 - 159%	2436 - 7%
Quarter 3	319	958 - 200%	1991 - 108%	2256 - 13%
Quarter 4	591	1496 - 153%	2162 - 45%	2371 - 10%

Two librarians comment:

User Impact

NOLA has been a tremendous help. Many people are moving into our rural area to get into farming and have found the NOLA network a valuable source of information on well digging, insect control and farm animal care.

When our library opened, our collection was small. Without the collection development grants and the network backstopping our library would have been virtually a shell.

JEFFERSON

Before NOLA, we sometimes did not know where to turn to fill difficult user needs. Now we call Youngstown where the librarians leave no stone unturned. Our library is continually amazed at the help we get; our users think our service is fantastic!

KINGSVILLE

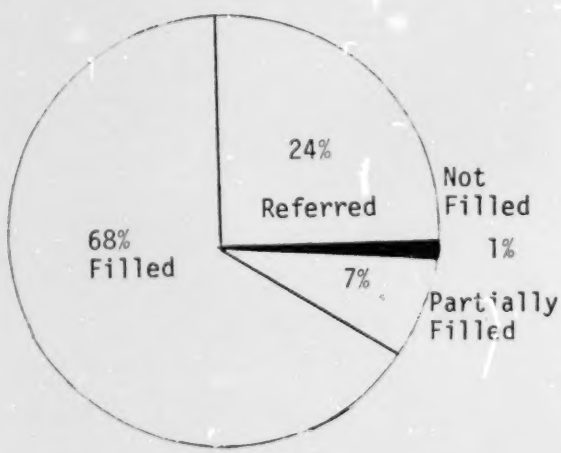
Fill Rate

Approximately 68% of requests referred to the Youngstown Public Library in 1976 were filled from that library's own collection, 1% were partially filled, 24% were referred to Teletype Wire Exchange Interlibrary Loan network (TWXIL), other NOLA libraries or other agencies, and 7% were unanswered.

Those requests not filled and not referred include information or titles not available at YPL and not referred at user's direction; available at YPL, in use, reserve not desired; and inappropriate requests according to the network guidelines.

RESOURCE LIBRARY FILL RATE AND REFERRALS 1976

Total Requests Received	10,109
Filled by YPL	6,863
Partially Filled	126
Referred	2,466
Not Filled	684



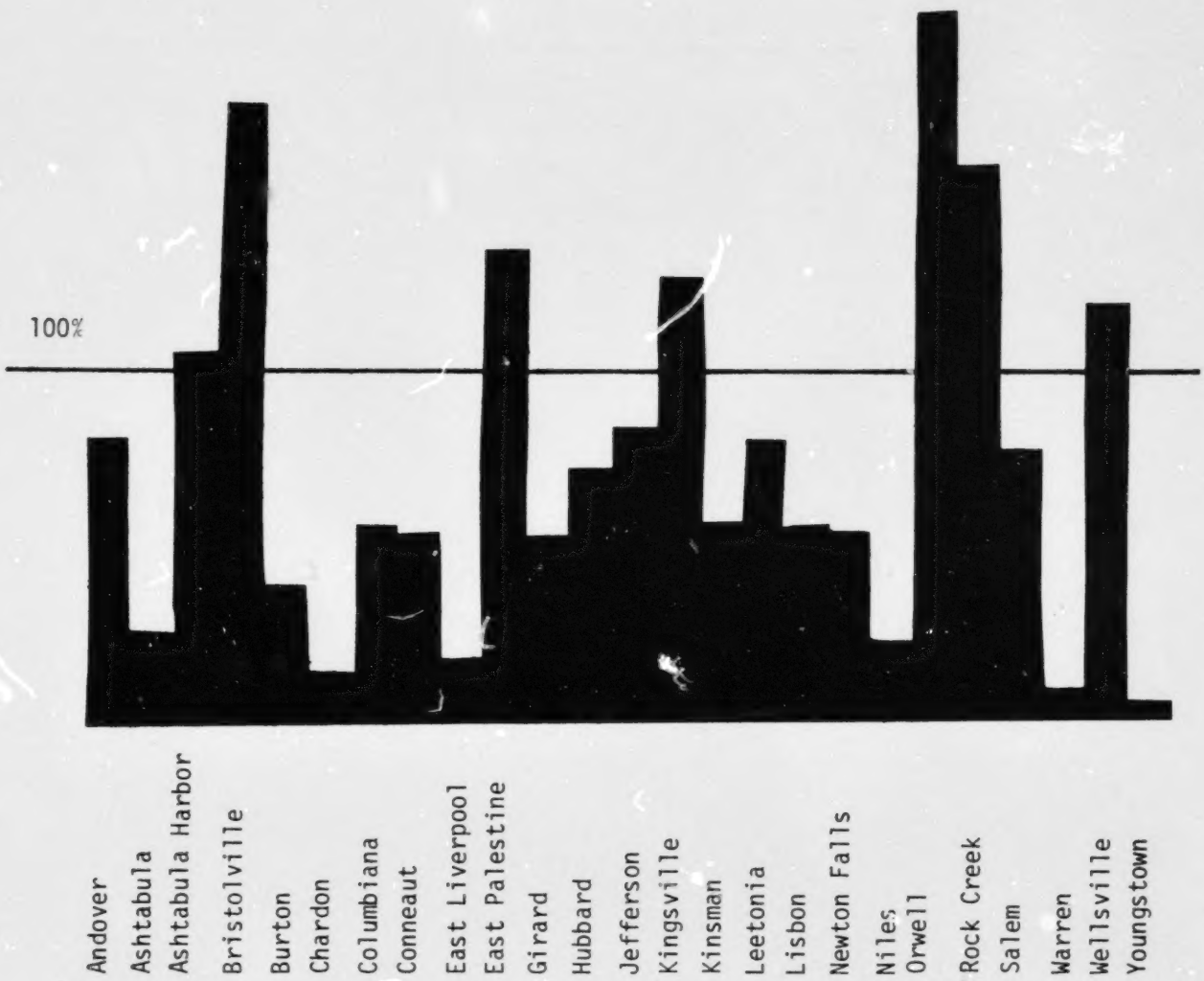
Collection Development

Realizing that basic collection inadequacies often prevent NOLA libraries from providing information of a frequently requested nature from local resources, a program objective since 1972 has been to strengthen local collections. In 1976, $18,000 in NOLA direct project grants permitted the addition of 1,196 volumes to local collections.

Late in the year, the Areawide Book sharing Grants Program channeled an additional $25,675 to NOLA libraries for collection development. This special program, designed to strengthen areawide weaknesses, should add another 1,712 volumes.

The following graph shows the impact of NOLA collection development grants on local libraries. Total grants since 1972 have been compared to 1975 annual local expenditures for library materials.

IMPACT OF LIBRARY MATERIALS GRANTS ON NOLA LIBRARIES
COMPARISON TO ANNUAL LIBRARY EXPENDITURES FOR LIBRARY MATERIALS



8 mm Film Program

Certain library materials, such as films, can be provided with greater cost effectivenss through a cooperative program than by individual libraries.

Before 1976, few NOLA libraries provided films for users. The NOLA program made 720 eight mm films available to users of 24 participating libraries through a rotating circuit. Each month, each library received a package of approximately 30 films. During the year these were used for 126 library sponsored programs viewed by 3,985 people. Loans made directly to users numbered 8,058. Libraries reported films were used for scout programs, birthday parties, Sunday school programs and family viewing.*

Both loans and library sponsored programs far exceeded expectations for this NOLA component.

Public Relations

The NOLA public relations program during 1976 was coordinated by Larry Rees of the Warren Public Library. Efforts to increase community and individual awareness of the usefulness, importance and relevance of library resources and services centered on various printed items:

Placemats promoting libraries as information places distributed to restaurants areawide

Greeting cards distributed to children to be given to adults describing the child's pleasure in using the library and inviting the adult to "get a card" so they can go to the library together.

Oversized leaf identification bookmarks of Ohio trees distributed in time for fall foliage displays

Printed leaflets describing NOLA"s services

"Welcome to the Library" brochures

Other PR activities included:

6 news releases

Recorded PSA's offered to libraries willing to contact local radio stations (only one taker)

15 PR "Ideas Folders" prepared and distributed upon request

11 slide talk programs presented by the Project Director (mostly to library trustee groups)

In addition, the project director appeared on two radio shows, one TV program and addressed several community and professional groups.

* Use statistics are for 3 quarters only. Ordering, processing, etc. delayed public availability of films until April 5, 1976.

Continuing Education

Staff development continues to be an important concern. Attendance at five continuing education programs in 1976 totalled 243. In November, certificates were presented to 15 library staff people in recognition of 500 workshop hours (total) completed in NOLA programs.

This concern for self-renewal and improvement in order to serve the continually changing library needs of people speaks well of those who staff the NOLA libraries. Their dedication to not only doing a job, but doing it well is what makes the difference.

Multitype Development

Cooperation and coordination among libraries of all types is a key to mobilizing library resources for the benefit of all users.

Academic and school libraries affiliated with NOLA, have doubled in the past year from 6 to 12. These libraries shared in various NOLA sponsored activities such as support in book selection, discount purchase plans, staff development and improved communication with libraries of all types.

Youngstown State University

In 1976, Maag Library of Youngstown State University (YSU) was called upon to provide photocopies from technical journals unavailable at YPL. Copies provided numbered 259.

A feasibility study completed in August indicated that 15% of all NOLA requests unfillable at YPL may be fillable from the YSU collection, even when allowance is made for the primary user group (university students). As a result of this study, search* and delivery procedures were developed in November. On December 1 YSU began serving as a NOLA resource library of second resort.

The willingness of the YSU library to share, makes possible a fuller utilization of a major information resource of NE Ohio by library users areawide.

Beyond Libraries

In keeping with the prevailing spirit, NOLA extended a cooperative hand during the year to several community agencies. Among them were:

International Institute
Eastgate Development and Transportation Agency
(Regional Planning)
Hillside Rehabilitation Center
Agency on Aging, District 11

Information was provided, users needing homebound service identified, bibliographies shared and programs publicized. In addition, consultation was given to the newly named director of an Indiana ALSA (like Ohio's ALSO) who needed help in getting a federated library system started. Somewhere she had heard about NOLA and thought we could help! We tried.

* Using the Ohio College Library Center (OCLC) computer terminal

Ultimate Beneficiary

Throughout 1976, as NOLA has strived to meet stated objectives, there has been a constant awareness of efficiency and cost effectiveness. Attention has been given to identifying existing strengths and using them as building blocks; the encouraging commitment of NOLA librarians has provided the binding mortar. The result is a developing system which provides access to more sophisticated and diversified information and library materials, close to home, for the ultimate beneficiary--the library user.

1976 YEAR-END TOTALS

NOIA RESOURCE LIBRARY REPORT OF REQUESTS RECEIVED

MONTH _____ (Circle One) Title Subject _____ DEPARTMENT

LIBRARY	REQUESTS RECEIVED			FILL RATE			METHOD OF REPLY				REFFERED		
	Mail	Tele	Other	Filled	Part Filled	Not Filled	ILLs	Tele	PHCs	Mail	TWXIL	Another Library	Other
ANDOVER	99	3		74		3	69	3	3		20		5
ASHTABULA	280	13		181	1	14	176	3	27		89		8
A. HARBOR	63	5		48		2	48				18		
BRISTOLVILLE	8	348		280		17	225		185		50	1	8
BURTON	166	44		108	1	7	102	1	27		81		13
CHARDON	858	37	1	530	1	27	523	1	43		319	4	15
COLUMBIANA	112	156		173		29	173				62	2	2
CONNEAUT	31	89		49		4	49				67		
E. LIVERPOOL	2	59		37		23	34		9		1		
E. PALESTINE	14	57		53		5	48		36		13		
GIRARD	18	512		382		62	365	9	52		77	1	8
HUBBARD	920	64		617		65	599	8	11		276		26
JEFFERSON	466			274		12	272		3		175		5
KINGSVILLE	142	51		126		9	110	4	56		57		1
KINSMAN	246	41		193	1	11	183	5	14		76	2	5
LEETONIA	15	8		11		10	11				1	1	
LISBON	26	147		111		11	84		1		48	1	2
NEWTON FALLS	1	21		11		2	11				9		
NILES	65	90	1	80		20	77		8		50	1	5
ORWELL	12	50		48		6	42	1	14		5		3
ROCK CREEK	54	1		35		2	28		30		17	1	
SALEM	320	130		252	2	46	240	8	23	1	136	2	13
WARREN	1136	144		683	2	73	636	16	127	1	494	8	22
WELLSVILLE	233	138		277		11	237		154		74	1	8
TOTAL	5287	2208	2	4633	8	471	4342	59	823	2	2215	25	149

NOLA 8MM FILM CIRCUIT

1976 Totals

LIBRARY	CIRCULATION				LIBRARY PROGRAMS	
				Total	Number	Attendance
ANDOVER				131	0	0
ASHTABULA				476	0	0
A. HARBOR				240	13	160
BRISTOLVILLE				159	1	400
BURTON				121	4	87
CHARDON				342	3	67
COLUMBIANA				333	20	317
CONNEAUT				281	35	765
E. LIVERPOOL				300	0	0
E. PALESTINE				422	0	0
GIRARD				396	14	470
HUBBARD				462	0	0
JEFFERSON				392	7	211
KINGSVILLE				255	0	0
KINSMAN				116	1	12
LAETONIA				414	4	56
LISBON				247	0	0
NEWTON FALLS				193	0	0
NILES				632	5	185
ORWELL				145	0	0
ROCK CREEK				112	1	279
SALEM				684	2	390
WARREN				942	7	320
WELLSVILLE				263	9	266
TOTAL				8058	126	3985

1976 YEAR-END TOTALS

NOLA RESOURCE LIBRARY REPORT OF REQUESTS RECEIVED

MONTH _____ (Circle One) _____ DEPARTMENT

Title Subject

LIBRARY	REQUESTS RECEIVED			FILL RATE			METHOD OF REPLY				REFFERED		
	Mail	Tele	Other	Filled	Part Filled	Not Filled	ILLs	Tele	PHCs	Mail	TWXIL	Another Library	Other
ANDOVER	67	4		68	2	1	130	2	20				
ASHTABULA	89	28		92	9	15	129	20	106	1		1	
A. HARBOR	2	2		4			5						
BRISTOLVILLE		146		134	5	5	222	17	87		2		1
BURTON	13	78		69	9	11	72	31	46				2
CHARDON	145	48		163	14	13	224	28	202		1		5
COLUMBIANA	21	96		100	6	8	135	20	41	1	4		
CONNEAUT	6	17		21		1	17	5	46			1	
E. LIVERPOOL		26		24		1	51	3	1			1	
E. PALESTINE	7	105		92	3	14	137	21	67		1		2
GIRARD		218		191	7	14	203	72	127		3		5
HUBBARD	77	66		118	6	17	167	27	73	1	2		1
JEFFERSON	193	8		184	5	8	346	7	135	2	1	1	3
KINGSVILLE	41	36		72	2	1	124	11	50		1		1
KINSMAN	31	60		71	2	15	67	29	100	4	1		2
LEETONIA	6	6		11	1		22	1	8	1			
LISBON	5	58		57	1	5	94	10	23				
NEWTON FALLS		12		12			20	3					
NILES	4	52	1	42	2	10	50	16	16		3		
ORWELL		25		23		2	34	7	15				
ROCK CREEK	25	17		39	3		85	5	7	2	1		
SALEM	49	205		205	14	32	240	78	137	2			5
WARREN	160	92		193	19	31	269	54	136		6		8
WELLSVILLE	75	191		244	8	9	505	14	159		3	2	6
TOTAL	1016	1596	1	2229	118	213	3348	481	1602	19	29	6	41

CORE STATISTICS: NOLA REFERRALS TO THE PUBLIC LIBRARY OF YOUNGSTOWN & MAHONING COUNTY

1976 TOTALS

	CITED MATERIAL	SUBJECT OR SPECIFIC INFORMATION	TOTAL
MAIL	5287	1016	6303
TELEPHONE	2207	1596	3803
OTHER	2	1	3
TOTAL	7496	2613	10109
NOT ANSWERED	471	213	684
REFERRED	2389	77	2466
PARTIALLY ANSWERED	8	118	126
ANSWERED	4633	2230	6863
ILL	4366	3348	7714
TELEPHONE	61	481	542
LETTER	2	13	15
OTHER			
PHOTOCOPY			
NO. PAGES	823	1602	2425